

Delegated Report

Expiry Date:

24/05/2012

Officer

Fergus Freeney

Application Number(s)

2012/1805/A

Application Address

258 WEST END LANE
LONDON
NW6 1LJ

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of an externally illuminated hanging and fascia sign to a shop front.

Consultations

Summary of consultation responses:

N/A

Site Description

The site is located on the east side of West End Lane. It comprises a 3 storey terraced property with retail at ground floor level.

The site is not listed, but is within the West End Green Conservation Area.

Relevant History

Concurrent applications

2012/1848/P - Replacement of existing shopfront with new black powder coated aluminium outer frame and stallriser with armour plate glazed inserts and frameless entrance door with patch fittings.

Decision pending

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

West End Green Conservation Area Appraisal

Assessment

Proposal

The application relates to an externally illuminated fascia sign and one externally illuminated projecting sign.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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